

Message Text

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PAGE 01 STATE 070744

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COM/BIC/OIM/AF:TFFIEDLER EB/CBA/OCA/BR:IAWILLIAMSON

STATE/AF/S:OELLISON (PHONE)

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FM SECSTATE WASHDC

TO AMEMBASSY MBABANE

INFO AMEMBASSY GABORONE

AMEMBASSY MASERU

AMCONSUL JOHANNESBURG

UNCLAS STATE 070744

E.O. 11652: N/A

TAGS: BEXP, WZ

SUBJECT: HOTEL AND RESTAURANT CATERING CATALOG SHOW

REF: MBABANE 537, MBABANE 292, USDOC 3807

1. AGREE THAT ACTUAL NUMBERS OF AUDIENCE ATTENDING WOULD BE LARGER IF ABOVE CATALOG SHOW HELD AS PART OF EMBASSY/USIS BOOTH AT SWAZI FAIR. HOWEVER, WE MORE INTERESTED SERIOUS BUSINESSMEN THAN WITH ENTERTAINMENT-SEEKING GENERAL PUBLIC. BUSINESSMEN SHOULD BE AFFORDED OPPORTUNITY EXAMINE CATALOGS IN QUIET RELAXED ATMOSPHERE AND BE ABLE TO DISCUSS THEIR PROBLEMS AND NEEDS WITH INDUSTRY TECHNICAL REPRESENTATIVE. DURING EVENT LIBRARIAN-RECEPTIONIST'S MAIN FUNCTION IS VISITOR REGISTRATION AND ASSISTANCE TO FIND CATALOGS OF INTEREST.

2. BELIEVE THAT POSSIBLY CROWDED, BUSTLING ATMOSPHERE OF GENERAL PUBLIC ATTENDANCE NOT REPEAT NOT LIKELY BE CONDUCTIVE TO THESE OBJECTIVES. CASUAL, CURIOSITY-MINDED FAIR VISITORS CAN OCCUPY ALL READING TABLES, TIE UP LITERATURE ON

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DISPLAY AND KEEP ITR AND LIBRARIAN-RECEPTIONIST BUSY

WITH TRAFFIC CONTROL AND FRIVOLOUS QUESTIONS.

3. WE CONSEQUENTLY FAVOR INITIAL VENUE OF EITHER HOLIDAY
INN OR SWAZI SPA.

4. SPECIFIC PROPOSED DATES AND SITES WITHIN CONTEXT OF
POST'S AUGUST RECOMMENDATION NEEDED FOR COMMERCE TO PRO-
CEED WITH SECOND RECRUITMENT MAILING. RUSH

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